PM-USA MANAGEMENT DAILY SALES NATIONAL

12/09/91

WEEK DAY=MONDAY WEIGHT= .227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52.200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH FORECAST	%DEV MTD VS F/C	%CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS F/C	ANNUAL FORECAST	12 MM CALENDAR ADJUSTED	12 MM %CHG	%BOX
MARLBORO	341.2	341.2	-9.9	2,020.3	17,734	-43.7	-2.8	120,741	-6,046	-4.8	2,083	132,802	129,642	-7.9	49.8
B+H	48.7	48.7	-9.6	314.9	1,197	30.0	11.3	15,105	-2,193	-12.7	331	15,728	16,270	-15.2	38.4
MERIT	44.7	44.7	-7.7	268.4	1,485	-10.7	-2.9	14,609	-2,457	-14.4	145	15,648	15,786	-16.7	16.3
VA. SLIMS	46.3	46.3	4.2	255.5	1,211	4.2	4.3	13,336	-1,641	-11.0	237	14,065	14,364	-13.1	71.2
PARLIAMENT	13.7	13.7	28.4	76.9	260	46.1	19.1	3,702	-340	-8.4	49	3,860	3,964	-11.9	41.6
CAMBRIDGE	39.8	39.8	10.5	226.5	1,457	-23.2	17.8	13,118	931	7.6	115	14,165	13,911	4.8	
ALPINE PV	12.4	12.4	65.8	63.4	301	4.0	49.7	2,814	-175	-5.9	91	2,963	2,975	-7.8	2.7
FAMOUS VALUE	71.1	71.1	100.0	355.3	583	201.1	100.0	8,988	5,784	100.0	314	9,139	9,029	100.0	.6
COMMANDER	.8	.8	20.0	4.0	14	42.2	-.1	288	20	7.3	15	284	306	1.2	
BRISTOL	19.8	19.8	33.5	145.5	1,112	-35.3	61.4	7,658	3,475	83.1	146	8,399	7,999	84.3	
BUCKS	2.8	2.8	-64.5	36.2	349	-48.8	-1.0	1,908	821	75.5	-34	2,221	2,063	95.4	
OTHERS	6.1	6.1	30.9	32.0	155	1.9	3.1	1,576	-468	-22.9	-16	1,716	1,706	-25.3	64.7
TOTAL PM-USA	647.6	647.6	2.8	3,798.9	25,858	-27.4	11.3	203,843	-2,290	-1.1	3,477	220,990	218,015	-4.3	39.7
NATIONAL BRANDS (MIL)															
TOT MARLBORO MEDIUM	14.3	14.3	100.0	101.2	1,165	-57.1	100.0	5,062	5,062	100.0	-216	6,208	4,986	100.0	
TOT CAMBRIDGE LOWEST	1.5	1.5	100.0	9.0	76	-41.3	100.0	630	630	100.0	-33	723	624	100.0	
TOT BRISTOL LOWEST	.7	.7	100.0	5.9	158	-81.4	100.0	211	211	100.0	-21	358	206	100.0	
FULL MARGIN LESS MARL.	158.7	158.7	-1.6	943.1	4,268	9.2	5.3	48,199	-6,886	-12.5	766	50,838	51,944	-14.9	41.9
TOTAL FULL MARGIN	499.9	499.9	-7.4	2,963.4	22,002	-33.5	-.3	168,938	-12,934	-7.1	2,847	183,640	181,584	-10.1	47.6
TOTAL PRICE VALUE	147.7	147.7	64.4	835.6	3,856	7.1	89.6	34,903	10,643	43.9	629	37,350	36,429	40.9	.4
TOT TEST BRANDS (THOU.)	759.5	759.5	-37.8	5,277.3	81,200	-67.9	-23.0	487,367	103,936	27.1	-13,847	566,000	518,566	28.5	78.1
TOT MARL ULTRA LIGHTS	444.0	444.0	-57.0	4,080.0	66,000	-69.5	-33.8	373,370	43,839	13.3	-14,989	441,000	401,779	15.1	100.0
TOT MARLBORO RED KS BOX	108.0	108.0	100.0	912.0	12,000	-62.5	100.0	88,572	88,572	100.0	3,143	95,000	88,106	100.0	
REGION 1	136.1	136.1	8.6	735.9			15.1	40,227	-344	-.8		43,629	42,867	-5.0	61.8
REGION 2	124.0	124.0	-7.5	875.6			22.3	37,938	-525	-1.4		40,665	40,805	-3.2	35.1
REGION 3	113.9	113.9	-18.4	704.8			2.4	43,419	419	1.0		45,843	46,347	-1.7	27.0
REGION 4	121.9	121.9	3.5	761.8			2.3	42,718	-447	-1.0		46,723	45,866	-3.8	27.4
REGION 5	151.5	151.5	34.9	718.0			14.7	39,456	-1,424	-3.5		44,103	42,043	-7.7	46.9
FORMER REGION 7	107.2	107.2	34.4	503.6			17.8	27,017	-1,335	-4.7			28,771	-9.1	57.5

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
FORECAST (MM)	8,025.0	13,494.0	22,595.0	12,700.0	19,660.0	28,921.0	11,671.0	17,040.0	24,552.0	14,503.0	21,797.0	25,858.0
ACTUAL (MM)	8,950.0	12,091.8	23,172.6	13,777.9	23,880.7	23,622.4	13,242.4	17,318.6	22,775.7	17,187.3	24,024.7	
% DEV -VS- FC	11.5	-10.4	2.6	8.5	21.5	-18.3	13.5	1.6	-7.2	18.5	10.2	
% DEV -VS- LY	8.9	-9.5	4.5	-22.6	3.3	16.8	8.1	-11.4	7.8	-11.0	-9.4	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

2060178349

Source: https://www.industrydocuments.ucsf.edu/docs/slfy0004

PM-USA MANAGEMENT DAILY SALES REGION 1

12/09/91

WEEK DAY=MONDAY WEIGHT= .227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52.200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH OBJECTIVE	%DEV MTD VS OBJ	%CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS OBJ	ANNUAL OBJECTIVE	12 MM CALENDAR ADJUSTED	12 MM %CHG	%BUX
MARLBORO	85.1	85.1	8.3	431.2			5.1	25,598	-521	-2.0			27,332	-6.2	76.2
B+H	7.8	7.8	-7.3	52.1			37.5	2,257	-273	-10.8			2,404	-14.9	42.0
MERIT	11.5	11.5	-14.8	69.4			6.2	3,841	-382	-9.0			4,115	-12.7	32.8
VA. SLIMS	7.0	7.0	-14.2	42.2			20.3	2,102	-187	-8.2			2,244	-11.5	70.5
PARLIAMENT	8.4	8.4	28.2	46.6			19.8	2,346	-129	-5.2			2,504	-9.5	68.3
CAMBRIDGE	4.3	4.3	5.5	21.6			16.2	1,334	113	9.3			1,411	6.6	
ALPINE/PV	1.5	1.5	-8.9	9.4			45.5	469	-9	-1.9			494	-4.0	16.3
FAMOUS VALUE	6.8	6.8	100.0	39.6			100.0	708	531	100.0			691	100.0	
COMMANDER	.1	.1	38.9	.9			5.4	68	.11	19.9			72	12.2	
BRISTOL	1.8	1.8	19.1	11.8			13.5	892	407	84.0			936	90.1	
BUCKS	.7	.7	-54.1	5.6			-20.0	346	161	86.4			377	100.0	
OTHERS	1.2	1.2	49.3	5.6			16.4	266	-67	-20.1			286	-23.3	62.7
TOTAL PM-USA	136.1	136.1	8.6	735.9			15.1	40,227	-344	-.8			42,867	-5.0	61.8
NATIONAL BRANDS (MIL)															
TOT MARLBORO MEDIUM	3.1	3.1	100.0	20.9			100.0	1,014	1,014	100.0			998	100.0	
TOT CAMBRIDGE LOWEST	.1	.1	100.0	.8			100.0	95	95	100.0			95	100.0	
TOT BRISTOL LOWEST	.0	.0	100.0	1.0			100.0	30	30	100.0			29	100.0	
FULL MARGIN LESS MARL.	35.7	35.7	-4.1	215.4			18.7	10,805	-995	-8.4			11,545	-12.2	48.3
TOTAL FULL MARGIN	120.7	120.7	4.3	646.6			9.3	36,402	-1,516	-4.0			38,876	-8.1	67.9
TOTAL PRICE VALUE	15.4	15.4	61.0	89.3			87.5	3,824	1,171	44.2			3,991	42.2	2.0
TOT TEST BRANDS (THOU.)	.0	.0	.0	.0			-100.0	1,223	-172	-12.3			1,272	-17.0	45.0
TOT MARL ULTRA LIGHTS	.0	.0	.0	.0			-100.0	504	504	100.0			531	100.0	100.0
TOT MARLBORO RED KS BOX	.0	.0	.0	.0			.0	0	0	.0			0	.0	
SECTION 10	3.8	3.8	35.0	30.4			68.8	1,224	50	4.3			1,289	4.0	38.9
SECTION 11	19.5	19.5	100.0	88.1			-15.9	6,041	-246	-3.9			6,504	-7.7	63.8
SECTION 12	14.8	14.8	-45.9	93.4			26.5	5,099	-76	-1.5			5,398	-4.4	63.9
SECTION 13	16.0	16.0	-31.1	123.3			2.1	6,628	47	.7			7,137	-1.7	39.6
SECTION 14	13.9	13.9	53.4	85.9			-10.4	6,097	81	1.3			6,517	-4.0	78.5
SECTION 15	34.6	34.6	33.3	164.3			39.5	7,527	-405	-5.1			7,985	-10.6	73.4
SECTION 16	33.4	33.4	23.0	150.6			38.8	7,611	204	2.8			8,038	-1.9	57.2

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
ACTUAL (MM)	2,052.6	2,646.7	4,414.5	2,701.2	4,443.2	4,510.0	2,944.4	3,638.4	4,373.4	3,279.0	4,450.2	
% DEV -VS- LY	18.4	-4.1	-1.2	-17.7	-3.4	12.1	14.9	-5.9	5.0	-12.2	-9.8	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

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PM-USA MANAGEMENT DAILY SALES REGION 2

12/09/91

WEEK DAY=MONDAY WEIGHT= .227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52.200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH OBJECTIVE	%DEV MTD VS OBJ	%CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS OBJ	ANNUAL OBJECTIVE	12 MM CALENDAR ADJUSTED	12 MM %CHG	%BOX
MARLBORO	63.6	63.6	-19.7	489.3			12.2	22,576	-1,192	-5.0			24,363	-6.8	43.0
B+H	9.9	9.9	-8.3	75.7			12.0	3,036	-461	-13.2			3,311	-14.3	33.7
MERIT	8.5	8.5	-2.4	56.5			7.2	2,423	-479	-16.5			2,641	-17.5	10.0
VA. SLIMS	11.3	11.3	-2.3	71.6			15.4	3,053	-370	-10.8			3,305	-12.2	68.8
PARLIAMENT	1.5	1.5	67.5	9.7			33.0	365	-41	-10.1			393	-11.7	19.6
CAMBRIDGE	9.5	9.5	-19.2	55.6			41.5	2,492	254	11.3			2,644	9.0	
ALPINE PV	5.0	5.0	100.0	19.7			75.1	671	-11	-1.6			711	-2.8	.1
FAMOUS VALUE	6.1	6.1	100.0	31.0			100.0	776	572	100.0			778	100.0	
COMMANDER	.1	.1	-37.0	1.0			29.8	37	-7	-16.3			40	-19.6	
BRISTOL	7.0	7.0	96.5	53.2			100.0	1,885	1,088	100.0			1,937	100.0	
BUCKS	.6	.6	-76.2	6.4			-25.8	423	210	98.3			462	100.0	
OTHERS	.7	.7	17.0	5.8			17.5	201	-87	-30.3			221	-30.7	66.0
TOTAL PM-USA	124.0	124.0	-7.5	875.6			22.3	37,938	-525	-1.4			40,805	-3.2	35.1
NATIONAL BRANDS (MIL)															
TOT MARLBORO MEDIUM	2.9	2.9	100.0	29.9			100.0	1,080	1,080	100.0			1,055	100.0	
TOT CAMBRIDGE LOWEST	.2	.2	100.0	1.8			100.0	114	114	100.0			113	100.0	
TOT BRISTOL LOWEST	.3	.3	100.0	2.4			100.0	76	76	100.0			74	100.0	
FULL MARGIN LESS MARL.	32.0	32.0	-2.4	219.0			12.8	9,071	-1,419	-13.5			9,861	-14.7	39.3
TOTAL FULL MARGIN	95.5	95.5	-14.7	708.3			12.4	31,646	-2,611	-7.6			34,224	-9.2	41.9
TOTAL PRICE VALUE	28.5	28.5	28.9	167.3			94.9	6,292	2,085	49.6			6,582	47.6	.0
TOT TEST BRANDS (THOU.)	.0	.0	-100.0	672.0			100.0	15,792	-20,693	-56.7			16,415	-54.8	65.8
TOT MARL ULTRA LIGHTS	.0	.0	-100.0	672.0			100.0	10,824	6,348	100.0			10,807	100.0	100.0
TOT MARLBORO RED KS BOX	.0	.0	.0	.0			.0	0	0	.0			0	.0	
SECTION 20	2.9	2.9	-6.1	24.5			94.3	894	72	8.8			936	8.2	26.4
SECTION 21	19.8	19.8	86.4	79.4			-38.6	5,710	-436	-7.1			6,301	-6.0	47.9
SECTION 22	22.4	22.4	-22.1	107.1			83.0	4,852	123	2.6			5,060	-2.9	25.3
SECTION 23	27.0	27.0	-10.4	147.5			65.7	6,414	117	1.9			6,740	-2.6	20.4
SECTION 24	17.7	17.7	-33.5	147.8			1.5	6,938	247	3.7			7,547	2.2	28.0
SECTION 25	7.5	7.5	-49.2	131.7			42.1	4,162	-100	-2.4			4,511	-3.6	32.0
SECTION 26	26.7	26.7	33.5	237.6			26.3	8,969	-549	-5.8			9,710	-6.7	50.1

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
ACTUAL (MM)	1,597.8	2,123.5	4,499.6	2,409.2	4,427.8	4,532.5	2,463.3	3,312.6	4,306.9	3,130.9	4,227.3	
% DEV -VS- LY	1.3	-17.1	5.7	-30.2	5.1	23.7	12.7	-10.1	10.5	-14.9	-10.5	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

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PM-USA MANAGEMENT DAILY SALES REGION 3

12/09/91

WEEK DAY=MONDAY WEIGHT= .227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52.200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH OBJECTIVE	% DEV MTD VS OBJ	% CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS OBJ	ANNUAL OBJECTIVE	12 MM CALENDAR ADJUSTED	12 MM %CHG	%DOX
MARLBORO	53.7	53.7	-34.4	344.3			-12.1	23,688	-1,392	-5.6			25,407	-8.3	33.5
B+H	9.1	9.1	-26.3	53.4			-8.2	3,172	-527	-14.2			3,423	-16.0	31.8
MERIT	8.3	8.3	-9.3	38.1			-16.3	2,423	-506	-17.3			2,623	-18.9	6.3
VA. SLIMS	11.0	11.0	2.0	50.6			-9.1	3,173	-405	-11.3			3,415	-13.2	73.7
PARLIAMENT	.8	.8	22.5	3.4			3.1	192	-30	-13.7			206	-15.6	2.9
CAMBRIDGE	10.9	10.9	4.9	66.8			17.4	4,179	421	11.2			4,416	8.4	
ALPINE RV	2.6	2.6	73.2	11.9			30.9	656	-16	-2.4			693	-4.8	.0
FAMOUS VALUE	8.8	8.8	100.0	72.9			100.0	2,034	1,373	100.0			2,063	100.0	0
COMMANDER	.1	.1	-30.8	.4			-26.0	45	8	22.2			48	16.2	
BRISTOL	7.1	7.1	-2.9	50.7			40.8	3,163	1,488	88.8			3,307	90.3	
BUCKS	.2	.2	-73.9	6.5			-3.9	360	106	41.9			388	54.3	
OTHERS	1.1	1.1	2.9	5.7			-5.5	333	-100	-23.1			359	-25.5	67.8
TOTAL PM-USA	113.9	113.9	-18.4	704.8			2.4	43,419	419	1.0			46,347	-1.7	27.0
NATIONAL BRANDS (MIL)															
TOT MARLBORO MEDIUM	2.1	2.1	100.0	16.3			100.0	998	998	100.0			987	100.0	
TOT CAMBRIDGE LOWEST	.4	.4	100.0	2.6			100.0	179	179	100.0			177	100.0	
TOT BRISTOL LOWEST	.2	.2	100.0	1.1			100.0	49	49	100.0			48	100.0	
FULL MARGIN LESS MARL.	30.1	30.1	-10.6	150.0			-10.5	9,250	-1,514	-14.1			9,979	-15.9	40.3
TOTAL FULL MARGIN	83.9	83.9	-27.5	494.3			-11.6	32,938	-2,906	-8.1			35,386	-10.5	35.4
TOTAL PRICE VALUE	30.0	30.0	25.3	210.4			63.4	10,480	3,325	46.5			10,962	44.1	.0
TOT TEST BRANDS (THOU.)	12.0	12.0	-93.8	816.0			-42.9	72,875	134	.2			79,517	3.7	98.5
TOT MARL ULTRA LIGHTS	12.0	12.0	-93.8	816.0			-40.1	72,035	2,004	2.9			78,347	6.1	100.0
TOT MARLBORO RED KS BOX	.0	.0	.0	.0			.0	96	96	100.0			96	100.0	
SECTION 30	5.2	5.2	85.2	32.6			97.5	1,196	111	10.2			1,252	9.4	22.5
SECTION 31	14.2	14.2	-10.9	113.4			10.4	5,574	248	4.6			5,998	2.3	19.7
SECTION 32	19.7	19.7	85.8	107.1			3.8	5,969	260	4.6			6,404	1.3	34.8
SECTION 33	15.1	15.1	-9.9	83.9			-16.3	6,922	99	1.5			7,371	-1.1	21.8
SECTION 34	14.7	14.7	-41.9	119.7			2.6	7,778	156	2.1			8,276	-1.4	21.6
SECTION 35	26.7	26.7	-7.8	144.2			18.7	7,644	-474	-5.8			8,141	-8.2	25.5
SECTION 36	18.3	18.3	-53.4	103.8			-18.4	8,336	19	.2			8,906	-2.4	37.8

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
ACTUAL (MM)	1,966.3	2,556.8	4,695.5	3,294.3	4,927.9	5,310.3	2,721.5	3,503.2	4,729.7	3,732.1	5,234.4	
% DEV -VS- LY	.9	-13.3	4.9	-5.7	5.7	19.2	.1	-9.3	11.8	-6.5	-6.5	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

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Source: https://www.industrydocuments.ucsf.edu/docs/slfy0004

PM-USA MANAGEMENT DAILY SALES REGION 4

12/09/91

WEEK DAY=MONDAY WEIGHT=.227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52.200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH OBJECTIVE	%DEV MTD VS OBJ	%CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS OBJ	ANNUAL OBJECTIVE	12 MM CALENDAR ADJUSTED	12 MM %CHG	%BOX
MARLBORO	61.9	61.9	-16.9	357.2			-19.2	24,285	-1,548	-6.0			26,245	-8.5	33.8
B+H	7.8	7.8	11.0	55.6			13.5	2,438	-463	-15.9			2,638	-18.2	32.2
MERIT	7.8	7.8	-7.0	63.9			-8.1	3,562	-664	-15.7			3,862	-18.0	10.6
VA. SLIMS	9.2	9.2	24.2	51.5			-6.2	2,890	-409	-12.4			3,126	-14.2	70.0
PARLIAMENT	1.2	1.2	14.2	8.5			11.9	379	-75	-16.6			410	-18.8	14.4
CAMBRIDGE	6.9	6.9	40.1	48.3			2.2	3,162	128	4.2			3,364	1.0	
ALPINE PV	2.0	2.0	29.6	15.9			45.0	723	-79	-9.8			766	-11.4	.0
FAMOUS VALUE	20.5	20.5	100.0	122.4			100.0	3,044	2,176	100.0			3,066	100.0	
COMMANDER	.3	.3	65.6	1.2			-13.1	99	3	3.2			105	-2.9	
BRISTOL	2.3	2.3	42.0	20.0			2.6	1,345	361	36.6			1,428	36.2	
BUCKS	1.0	1.0	-58.1	10.6			19.0	454	230	100.0			490	100.0	
OTHERS	1.1	1.1	20.5	6.6			-4.5	337	-107	-24.2			366	-26.8	51.8
TOTAL PM-USA	121.9	121.9	3.5	761.8			2.3	42,718	-447	-1.0			45,866	-3.8	27.4
NATIONAL BRANDS (MIL)															
TOT MARLBORO MEDIUM	2.7	2.7	100.0	16.8			100.0	1,068	1,068	100.0			1,056	100.0	
TOT CAMBRIDGE LOWEST	.4	.4	100.0	2.5			100.0	150	150	100.0			148	100.0	
TOT BRISTOL LOWEST	.1	.1	100.0	.7			100.0	40	40	100.0			39	100.0	
FULL MARGIN LESS MARL.	27.0	27.0	10.1	184.9			-.9	9,576	-1,656	-14.7			10,365	-16.9	35.6
TOTAL FULL MARGIN	88.9	88.9	-10.2	542.1			-13.8	33,860	-3,204	-8.6			36,610	-11.1	34.3
TOTAL PRICE VALUE	33.0	33.0	75.8	219.7			90.1	8,858	2,757	45.2			9,256	41.9	.0
TOT TEST BRANDS (THOU.)	432.0	432.0	-21.7	2,700.0			-30.3	331,619	125,171	60.6			349,817	60.2	74.8
TOT MARL ULTRA LIGHTS	324.0	324.0	-41.3	1,788.0			-53.8	243,083	37,079	18.0			261,759	20.4	100.0
TOT MARLBORO RED KS BOX	108.0	108.0	100.0	912.0			100.0	88,464	88,464	100.0			87,997	100.0	
SECTION 40	4.6	4.6	70.2	27.1			95.4	954	115	13.8			1,001	13.6	22.2
SECTION 41	14.2	14.2	-2.2	115.6			-7.8	7,005	-103	-1.4			7,547	-4.2	26.5
SECTION 42	30.9	30.9	66.3	160.7			22.6	7,614	708	10.2			8,142	5.5	23.5
SECTION 43	23.0	23.0	-41.7	119.0			-27.0	6,911	-705	-9.3			7,636	-9.0	39.0
SECTION 44	14.9	14.9	100.0	150.0			24.8	8,243	125	1.5			8,731	-2.6	34.1
SECTION 45	16.9	16.9	-41.1	108.6			-8.3	7,267	-520	-6.7			7,783	-9.4	17.6
SECTION 46	17.4	17.4	100.0	80.8			11.3	4,724	-67	-1.4			5,027	-4.8	22.1

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
ACTUAL (MM)	1,530.6	2,181.2	4,959.6	3,104.3	5,536.9	4,861.7	2,734.9	3,464.7	4,751.5	3,419.4	5,546.1	
% DEV -VS- LY	2.2	-19.8	10.7	-17.8	14.3	14.0	10.5	-16.9	6.7	-16.2	-6.8	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

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PM-USA MANAGEMENT DAILY SALES REGION 5

12/09/91

WEEK DAY=MONDAY WEIGHT= .227 WTD % OF WEEK= 10.9 MONTH DAY= 6 MONTH=22 DAYS MTD % OF MONTH= 20.2 YEAR DAY=245 YTD WEIGHT=48.610 YEAR=261 DAYS
MTD % ADJ= -5.8 YTD % ADJ= 1.3 TOT YR WEIGHT=52,200

MILLIONS	DAILY SALES	WTD SALES	%CHG VS LY WTD	MTD	TOTAL MONTH OBJECTIVE	%DEV MTD VS OBJ	%CHG VS LY MTD (ACT)	YTD	VOL DEV VS LY YTD (ACT)	%CHG VS LY YTD (ACT)	VOL DEV YTD VS OBJ	ANNUAL OBJECTIVE	12 MM CALENDAR ADJUSTED	12 MM %CHG	%BOX
[illegible]	76.7	76.7	19.8	396.1			-.3	24,544	-1,413	-5.4			26,244	-9.8	60.5
B+H	14.1	14.1	-6.4	77.8			10.8	4,194	-475	-10.2			4,486	-13.8	48.5
MERIT	8.6	8.6	-1.4	40.5			-6.4	2,352	-430	-15.4			2,538	-18.1	14.9
VA. SLIMS	7.8	7.8	19.5	39.6			6.2	2,114	-270	-11.3			2,270	-14.1	73.4
PARLIAMENT	1.7	1.7	17.0	8.7			15.6	420	-64	-13.2			451	-16.1	10.0
CAMBRIDGE	8.3	8.3	68.1	33.9			12.4	1,946	13	.7			2,071	-2.0	
ALPINE PV	1.3	1.3	85.5	6.4			41.5	294	-61	-17.1			312	-19.7	.0
FAMOUS VALUE	28.9	28.9	100.0	89.5			100.0	2,422	1,132	87.7			2,427	77.3	2.3
COMMANDER	.1	.1	46.7	.5			8.0	38	4	12.4			40	5.6	
BRISTOL	1.5	1.5	99.2	9.7			100.0	371	132	55.2			387	55.8	
BUCKS	.4	.4	-55.2	7.1			36.0	323	114	54.3			344	64.3	
OTHERS	2.0	2.0	54.2	8.3			-.5	438	-105	-19.4			474	-22.0	72.7
TOTAL PM-USA	151.5	151.5	34.9	718.0			14.7	39,456	-1,424	-3.5			42,043	-7.7	48.9
[illegible] BRANDS (MIL)															
TOT MARLBORO MEDIUM	3.5	3.5	100.0	17.2			100.0	902	902	100.0			889	100.0	
TOT [illegible] BRIDGE LOWEST	.4	.4	100.0	1.3			100.0	91	91	100.0			93	100.0	
TOT BRISTOL LOWEST	.1	.1	100.0	.7			100.0	16	16	100.0			15	100.0	
[illegible] MARGIN LESS MARL	33.9	33.9	2.9	173.3			4.7	9,478	-1,309	-12.1			10,174	-15.2	45.3
TOTAL FULL MARGIN	110.6	110.6	14.1	569.4			1.1	34,020	-2,724	-7.4			36,416	-11.4	56.3
TOTAL [illegible] PRICE VALUE	40.9	40.9	100.0	148.8			100.0	5,435	1,300	31.4			5,625	26.4	1.0
TOT TEST BRANDS (THOU.)	315.0	315.0	78.0	1,089.0			-14.3	65,883	130	.2			71,434	1.8	74.3
TOT MARL ULTRA LIGHTS	108.0	108.0	50.0	804.0			3.8	46,752	-2,028	-4.2			50,029	-5.9	100.0
TOT MARLBORO RED KS BOX	.0	.0	.0	.0			.0	24	24	100.0			24	100.0	
[illegible] 50	2.9	2.9	-50.4	30.4			72.3	1,275	48	3.9			1,339	2.8	37.7
SECTION 51	26.5	26.5	4.6	121.2			13.6	7,026	79	1.1			7,470	-2.8	30.7
SECTION 52	17.8	17.8	100.0	93.1			1.6	5,413	-167	-3.0			5,802	-6.5	29.5
SECTION 53	25.9	25.9	49.7	151.3			1.9	8,856	-499	-5.3			9,487	-9.4	61.2
SECTION 54	45.4	45.4	18.5	147.7			-1.8	8,647	-404	-4.5			9,290	-7.6	49.3
SECTION 55	29.7	29.7	78.3	156.2			55.6	7,582	-435	-5.4			7,962	-12.1	67.0
SECTION 56	3.4	3.4	92.7	18.0			72.3	657	-45	-6.4			694	-10.1	45.8

	JAN 91	FEB 91	MAR 91	APR 91	MAY 91	JUN 91	JUL 91	AUG 91	SEP 91	OCT 91	NOV 91	DEC 91
[illegible] ACTUAL (MM)	1,790.5	2,565.8	4,595.6	2,273.0	4,537.1	4,408.9	2,376.0	3,387.0	4,614.8	3,618.8	4,545.1	
% DEV -VS- LY	22.9	8.1	2.0	-39.8	-5.0	15.6	2.9	-14.6	5.6	-5.1	-14.4	

PRICE INCREASE TERMS FOR THE PERIOD DECEMBER 2-13: AFTER PURCHASING 150% OF AN AVERAGE WEEK, ACCOUNTS ARE OFFERED $2.75/M FOR ALL BRANDS EXCEPT PLAYERS LIGHTS 25'S ($2.20/M) AND BRISTOL ($4.00/M) ON PURCHASES UP TO AN ADDITIONAL 150% OF A WEEK. FVB WILL BE LIMITED TO 125%. IN 1990, PRICE INCREASE TERMS FOR DECEMBER 3-14, PM ALLOWED $1.50/M CIGARETTES FOR PURCHASES UP TO 300% OF AN AVERAGE WEEK'S SHIPMENTS, EXCEPT BUCKS ($1.50/M) ON PURCHASES UP TO 200% OF AN AVERAGE WEEK'S SHIPMENTS. REGIONS DO NOT SUM TO TOTAL U.S. DUE TO INCLUSION OF MISCELLANEOUS VOLUME IN TOTAL U.S.

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